



## USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/31 thru 04/06.

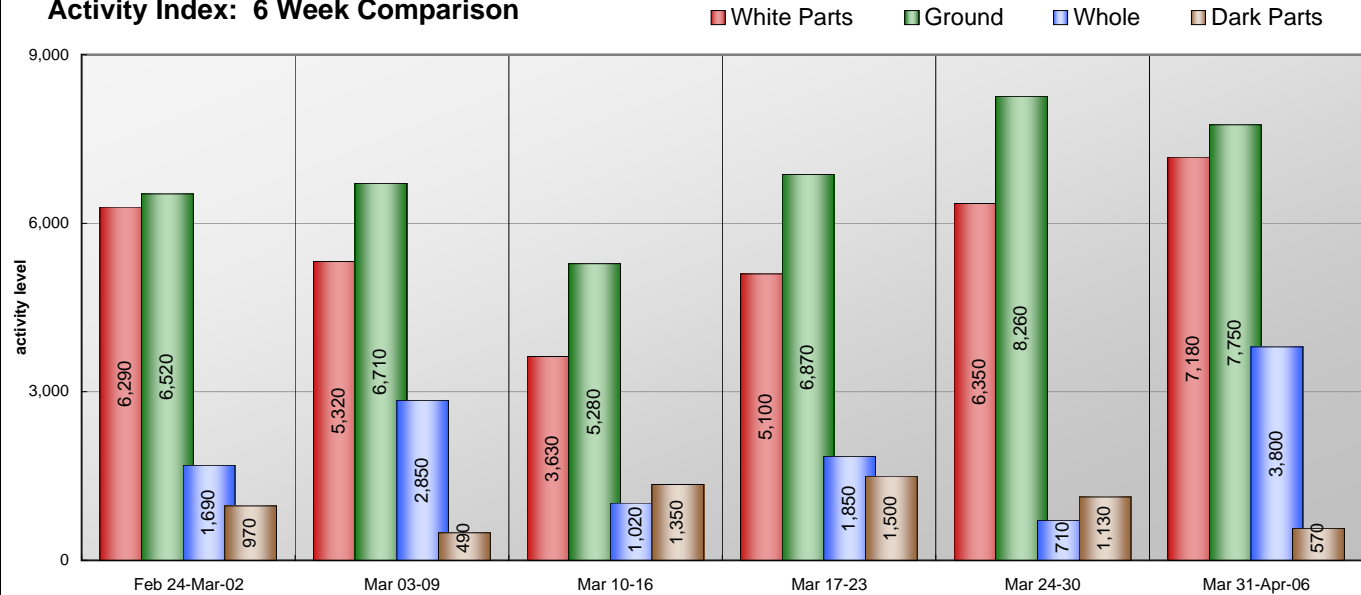
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Mar 31, 2006

### NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>56.1% of 17,000 outlets</b>		<b>50.2% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>7.7%</b>		<b>7.2%</b>	
<b>Activity Index 2/</b>	<b>19,300</b>		<b>16,450</b>	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens			330	1.12
" - Toms			320	1.11
Frozen - Hens	1,890	0.92	30	0.86
" - Toms	1,910	0.92	30	0.86
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	1,020	2.07	560	1.87
Frozen	1,720	1.33	590	1.33
<b>Hotel Style</b>				
Fresh			70	1.05
Frozen				
<b>Split, bone-in</b>				
Fresh	770	2.21	50	1.99
Rotisserie	950	5.81	1,340	6.37
<b>Boneless, whole</b>				
	230	3.56	10	2.99
<b>Cutlets</b>				
	920	4.23	1,620	4.23
<b>Strips</b>				
	280	3.64	920	4.36
<b>Tenders</b>				
	1,290	3.79	1,190	3.97
<b>Drumsticks</b>				
	130	1.43	340	0.99
<b>Thighs</b>				
	130	1.57	340	1.08
<b>Wings</b>				
	150	1.08	310	1.06
<b>Necks</b>				
			60	1.29
<b>Smoked Drumsticks</b>				
	70	1.43	60	1.44
<b>Smoked Wings</b>				
	50	0.99	20	0.99
<b>Smoked Necks</b>				
	40	1.39		
<b>GROUND TURKEY:</b>				
	<b>7,750</b>	<b>2.66</b>	<b>8,260</b>	<b>2.94</b>
Patties	620	2.54	1,180	2.77
Sausage	1,780	2.28	1,580	2.50
85% lean	910	1.82	640	1.72
93% lean	2,240	2.24	1,530	2.21
Breast	2,200	3.79	3,330	3.77

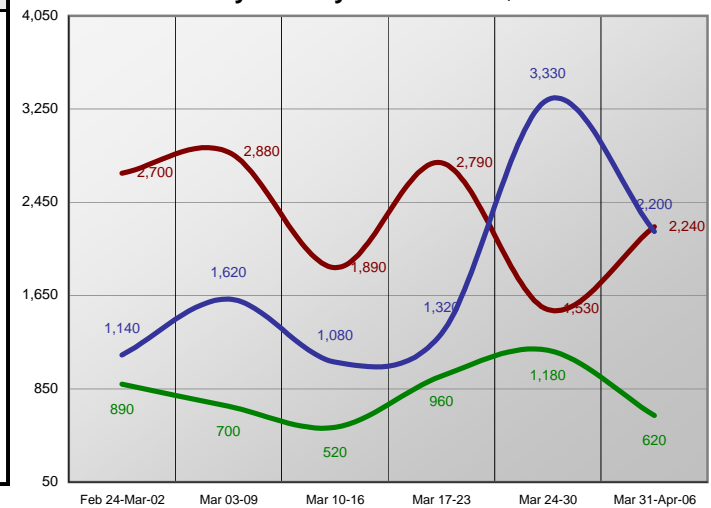
### Activity Index: 6 Week Comparison



### Turkey Featuring - 03/31 thru 04/06

Turkey items are enjoying good feature activity in retail outlets this week with breast cuts receiving particular attention. Whole frozen turkey features are at a level not seen since late December as supermarkets gear up for the approaching Easter holiday. Whole bone-in breast cuts are actively featured this week, particularly frozen, at very attractive price levels. Boneless breast cuts, although not as active as last week, continue to command ad space on mixed pricing. Dark cuts are seeing limited featuring this week with price levels higher. Ground turkey items continue to enjoy strong featuring as well but at reduced price levels. Ground 93% lean, limited early in the ad cycle, is being actively featured in promotions running well into next week. Kosher offerings continue to be featured for Passover and Lenten sea food specials are common.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	66.0% of 7,900 sampled outlets 9.1% of stores w/ no-price promotions Activity Index = 9,340			34.6% of 5,200 sampled outlets 4.1% of stores w/ no-price promotions Activity Index = 3,490			64.8% of 3,900 sampled outlets 9.8% of stores w/ no-price promotions Activity Index = 6,470		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.79 - 1.09	1,330 0.91		0.79 - 0.99	150 0.80		0.99	410 0.99	
" - Toms	0.79 - 1.09	1,350 0.91		0.79 - 0.99	150 0.80		0.99	410 0.99	
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.59	980 2.08		1.99	40 1.99				
Frozen	0.89 - 1.99	820 1.40		0.98 - 1.99	420 1.50		0.99 - 1.69	480 1.06	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.99	440 1.99		1.99	50 1.99		2.59	280 2.59	
Rotisserie	4.49	410 4.49		4.49 - 7.99	450 6.58		7.99	90 7.99	
Boneless, whole				3.56	230 3.56				
Cutlets	3.19	20 3.19		3.56 - 4.54	400 3.91		3.49 - 4.54	500 4.53	
Strips				3.56 - 3.99	280 3.64				
Tenders	3.99	140 3.99		3.56 - 3.99	350 3.72		2.66 - 3.99	800 3.79	
Drumsticks				1.29	40 1.29		1.49	90 1.49	
Thighs				1.29	40 1.29		1.69	90 1.69	
Wings	1.00	110 1.00		1.29	40 1.29				
Necks									
Smoked Drumsticks	1.49	30 1.49		1.39	40 1.39				
Smoked Wings	0.99	50 0.99							
Smoked Necks				1.39	40 1.39				
<b>GROUND TURKEY:</b>									
Patties	2.49 - 2.69	460 2.57		2.00 - 2.59	120 2.45		2.50	40 2.50	
Sausage	1.99 - 2.49	750 2.10		1.99 - 2.50	180 2.06		2.46 - 2.84	850 2.49	
85% lean	1.29 - 2.49	380 1.56		1.49 - 2.08	100 1.82		1.47 - 2.08	430 2.05	
93% lean	1.53 - 2.99	1,360 2.18		1.90 - 2.40	250 2.16		2.40	630 2.40	
Breast	2.99 - 3.99	710 3.66		3.99	120 3.99		3.19 - 3.99	1,370 3.84	

Note: See page 1 for explanatory notes.